

March 20, 1997

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Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M. Street N.W., Room 222
Washington, DC 20554

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APR 2 1997

Federal Communications Commission
Office of Secretary

Dear Chairman Hundt and Commissioners:

RE: CS DOCKET NO. 97-55, FCC 97-34

I am writing on behalf of the National PTA and the Russell Elementary PTA, Brownsville, TX, to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV Screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, *US News and World Report*, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on Content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I do not believe this system does so and ask that the FCC not approve the industry rating system. Instead we request the following:

- * That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for Language);
- * That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- * That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- * That the rating board be independent of the industry and the FCC and that it include parents; and
- * That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

Estelita Trevinto Lopez
1923 Las Palomas
Brownsville Tx 78521

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Sincerely,

Nora C. Reynoso.
3715 Boca Chica #211
Brownsville, Tx. 78521

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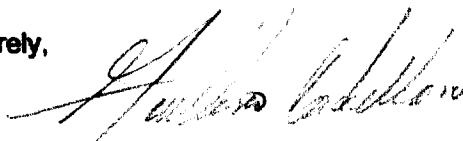
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14 AVENUE

PH. 550 0241

Brownsville, Tx 78520

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Sincerely,

Angel del Molino
2125 Barnard 18A
Brownsville Tx 78520

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Sincerely,

Joan Jelani
800 La Kaside
Brownsville, TX
78586

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Sincerely,

Sandy Jo Maltos

Sandy Jo Maltos
PTA President



PTA is Kid Stuff



Russell Elementary PTA 800 Lakeside Brownsville TX 78520
(210) 548-8960

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97-55

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APR 02 1997

FCC WASHINGTON

Leslie B. Newsom
13010 Fletchertown Road
Bowie, Maryland 20719
March 31, 1997

Mr. William F. Caton
Acting Secretary
Federal Communications Commission
Room 222
1919 M Street, N.W.
Washington, D.C. 20554

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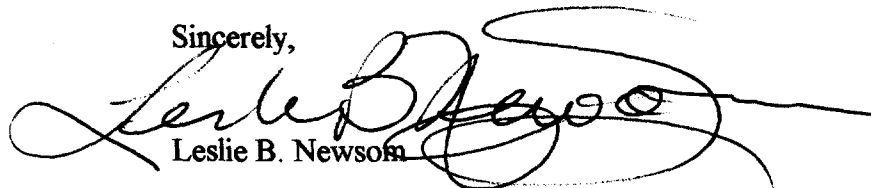
Dear Mr. Caton:

I am writing to urge the Federal Communications Commission to rule the TV Parental Guidelines unacceptable. The proposal by the National Association of Broadcasters, the National Cable Television Association, and the Motion Picture Association of America does not protect the parental choice and empowerment guarantees provided by the Telecommunications Act of 1996.

While the legislation clearly states that parents should be provided with "timely information about the nature of upcoming video programming" in order to be empowered to choose appropriate programming for their children, the TV Parental Guidelines do not comply fully with the spirit or letter of that provision. For example, the system does not rate program content sufficiently. Parents need to know the degree of a program's sexual, violence, and language content to make informed decisions about what their children watch. Additionally, the rating icon appears too briefly (15 seconds) before the start of a program. Parents can easily miss it. Another concern is that television listings are not obligated to publish the rating system. As a result, parents will not have a reliable source of advance ratings information. Allowing commercials advertising television programs which are inadvisable for children to be aired during programs which are suitable for children is another practice that is not in the spirit of the Act, since this potentially exposes children to harmful programming. Also, local stations can opt to change or not feature a rating, which also infringes on a parent's right to have reliable and timely ratings information. Lastly, the Oversight Monitoring Board established to review the guidelines on a regular basis consists entirely of representatives from the broadcast, cable, and creative sectors. Child and parent advocates are not represented.

As a child advocate I care deeply about the rating system and hope that the FCC will take my concerns under advisement.

Sincerely,


Leslie B. Newsom

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97-55

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APR 02 1997
FCC MAIL ROOM

Mary Thomas Newsom
P.O. Box 367
Bowie, Maryland 20719
March 31, 1997

Mr. William F. Caton
Acting Secretary
Federal Communications Commission
Room 222
1919 M Street, N.W.
Washington, D.C. 20554


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Mary Thomas Newsom

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Mr. Reed Hundt
FCC Chairman
Office of the Secretary
1919 M Street N.W., Room 222
Washington, DC 20554
e-mail address: vchip@fcc.gov

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APR 2 1997

Federal Communications Commission
Office of Secretary

Re: Television ratings
Docket number: CS Docket No. 97-55, FCC 97-34

Dear Mr. Hundt:

In response to the television industries proposed "aged based television rating system" we would like to go on record as opposing this system. As parents we oppose this system because it does not provide us with information about the content of the program as part of the rating on the TV screen. We want the FCC to put the decision-making power about television viewing back into the hands of the parents.

It is our desire to make the TV ratings systems a more useful tool for the family and families throughout the United States.

Sincerely,

Hallie Evans

Hallie Evans, President
Deep Springs Elementary PTA
1919 Brynell Drive
Lexington, KY 40505
Representing 245 members

HE:jks

cc: Ms. Joan Dykstra, President
National PTA
330 N. Wabash, Suite 2100
Chicago, IL 60611-3690
FAX: 312-670-6783
e-mail: information@pta.org

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Dear Chairman Hundt and Commissioners:

Federal Communications Commission
Office of Secretary

RE: CS Docket No. 97-55, FCC 97-34

I am writing on behalf of the National PTA and the Rocky Mountain Elementary PTA to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, *U. S. News and World Report*, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

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Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

Lanie & Kim Cooper

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To: Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street N.W., Room 222
Washington, D.C. 20554

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From: Farmington Elementary PTA
50 W. 200 S.
Farmington, UT 84025

APR 2 1997

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Federal Communications Commission
Office of Secretary

Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97-55, FCC 97-34

We, the Farmington Elementary PTA, oppose Industry Proposed Age-Based Rating Systems specifically the System presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. This system:

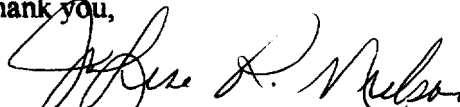
- ▶ Does not provide parents with enough information about the content of individual programs.
- ▶ It allows the TV industry (Not the Parents) to judge what material is acceptable for all children of a particular age range. (Some programs are inappropriate for any age we need more information to make a clear judgement for our selves).
- ▶ Intermingles violence, sex and nudity, and language issues in a single judgement and does not indicate why a show was rated a particular way.
- ▶ With holds information that is needed to make a true judgement on, 'appropriate for me', viewing.

We would suggest and support A Descriptive Content-Based Rating System. One that:

- ▶ Would include symbols about the content of individual programs (V- violence, S-sex, N-nudity, and L-language). "Parents have had enough rude surprises at the multiplex to know generalized ratings are no solution to what's coming into the family room. They want to know the nature of the offending materials: Nudity? Sex? Language? Violence? How much? How Graphic?"
- ▶ Allows *parents*, rather than the *TV industry*, to judge what program content is acceptable for their own children.
- ▶ Clearly separates ratings for each area allowing parents to make choices based on specific content information.
- ▶ Gives enough information to individuals that they can make a more confident decision on what they really want to see and hear.

We appreciate the opportunity to comment on this issue. It is a very important issue to the families and children of our Nation.

Thank you,


Member of The Farmington Elementary PTA
Farmington, UT 84025

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SAMPLE LETTER TO THE FCC

Your letter must be received by April 8, 1997

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Chairman Reed Hundt and FCC Commissioners
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1919 M Street N.W., Room 222
Washington, DC 20554

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Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97-55, FCC 97-34

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Sincerely,

Your Name
Town, State

Christopher Baerger
SLC Utah

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Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97-55, FCC 97-34

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Office of Secretary

I am writing on behalf of the National PTA and the Davidson School PTA in Kansas City, Missouri, to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that give parents information about the content of programs were conducted by the National PTA, *U.S. News and World Report*, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

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Sincerely,

Moscha Alyea

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From
the
desk of...

97-55

J.R. GRAVES

12623 NE 130th Way, #B-304, Kirkland, WA 98034
(206) 286-3646

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3/2/97

APR 2 1997

Federal Communications Commission
Office of Secretary

The Honorable Reed Hundt, Chairman,
Federal Communication Commission
1919 "M" St NW
Washington, DC 20554

Dear Mr. Hundt:

...of discretion with which
media selects its materials to be aired.
bombardment of such potent images of violence,
immoral behavior, whether fiction or non-fiction,
contributes to the idea that this is "normal"
"acceptable." The prime recipients of this bombardment
are the youth of today, and it is a well known fact that
they are in the most impressionable stage of their life.

MS



POLSON PTA
P.O. Box 1693
Polson, MT 59860

February 28, 1997

Chairman Reed Hundt
FCC
1919 M. Street, N.W.
Washington, DC 20036

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APR 2 1997

Federal Communications Commission
Office of Secretary

RE: TV Rating System

Dear Mr. Hundt,

I would like to make a strong case for rating programming based on content, not age. I recently purchased a satellite system almost exclusively for the purpose of locking out programming based upon language, violence, nudity, and sexual content. I cannot begin to express how much this has helped me monitor my children's viewing.

In this age where children often come home alone after school until parents are home from work, this level of control is needed more than ever. It has been proven to me that what the children watch does affect what they become. Overexposure to any of the above mentioned items results in desensitization which is reflected in the rising crime rate and disrespect in general shown to our teachers and parents.

Please continue to find better ways to allow parents to make the right viewing choice for their children.

Thank You.

Jayne Devlin
Polson PTA President
7-6th Avenue West
Polson, MT 59860

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CS97-55

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APR 2 1997

Federal Communications Commission
Office of Secretary

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FEBRUARY 20, 1997

COMMISSIONER RACHELLE CHONG
FEDERAL COMMUNICATIONS COMMISSION
1919 M STREET NW
WASHINGTON, D.C. 20554

DEAR COMMISSIONER CHONG,

I HAVE NOTICED RECENTLY THAT THE NEW RATINGS FOR TELEVISION ARE BEING USED, HOWEVER THEY ARE RATINGS BASED ONLY ON AGE. IT IS MORE IMPORTANT TO HAVE A CONTENT-BASED RATING SYSTEM FOR TELEVISION PROGRAMS AS MANY OF THE PROGRAMS USING THE "G" RATING CONTAIN VIOLENCE AND SEXUAL INNUENDO INAPPROPRIATE FOR CHILDREN.

PUBLIC HEARINGS ON THIS ISSUE SHOULD BE HELD SINCE SURVEYS HAVE FOUND THAT 80% OF PARENTS WANT A CONTENT BASED RATING SYSTEM.

SINCERELY YOURS,



ETHEL B. TARLETON
8729 - 24TH STREET
METAIRIE, LOUISIANA 70003

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March 8, 1997

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street N.W., Room 222
Washington, D.C. 20554

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APR 2 1997

Federal Communications Commission
Office of Secretary

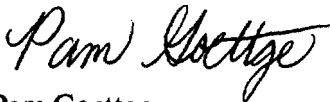
Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97-55, FCC 97-34

As President of the John Baldwin Elementary School PTA I am writing to express our opposition to the v-chip rating system that has recently been presented to you. We are not at all satisfied with it. The system does not provide the type of information that parents would like to have in order to make television viewing decisions for their children. As numerous surveys have shown parents prefer a rating system that describes the content of programs, rather than the age-based system that has been proposed. In addition we would like to see a larger rating icon on the TV screen that is placed more prominently. It would also be desirable to have that icon appear more frequently during a program.

While we applaud the commission in working to develop a rating system, we feel this one does not meet the needs of most parents and children. Thank you for considering our concerns.

Sincerely,



Pam Goettge
Danville, California

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Route 3 Box 311
Anderson, MO 64831
20 February 1997
APR 2 1997
Federal Communications Commission
Office of Secretary

Commissioner Rachelle Chong
Federal Communications Commission
1919 M Street NW
Washington, DC 20554

Dear Commissioner Chong:

I am writing in behalf of the National Association for Family and Community Education and its affiliate, Missouri State Association and the McDonald County FCE, in support of the content based television rating system, using V (Violence), S (Sex), and L (Language) symbols to indicate the content of a television program.

We are pleased that the Senate body will hold a hearing on Thursday February 27th on the issue of the television rating system. Senators McCain (AZ) and Burns (MT) are to be commended in their sponsorship of this Senate Hearing.

We support the Senate's plan for holding a hearing on this sensitive issue which affects all families with children in America today.

Sincerely,

Yvonne Jones
McDonald County FCE president

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CS97-85

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APR 2 1997

Federal Communications Commission
Office of Secretary

February, 1997

The Honorable Rachelle Chong
Federal Communications Commission
1919 M Street, NW
Washington, FC 20554

Commissioner Chong

We are writing to urge the Federal Communications Commission to hold a public hearing as part of its review of the television industry's ratings system.

The National Association for Family & Community Education and its affiliate, Indiana State Association, are grass-roots organizations which have been actively involved in family issues for the past 60 years. We are very concerned that the family issue of the recently implemented television ratings system does not address the needs of parents.

The questions generated by the current age-based television ratings system deserve a public hearing. We urge you to hold such a hearing soon on this issue which is so important to families in America today.

Sincerely,

Kim Scott
2641 Brookside Ave.
Elmhurst, IL
46218



CS97-55

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APR 2 1997

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Federal Communications Commission
Office of Secretary

February, 1997

The Honorable Rachelle Chong
Federal Communications Commission
1919 M Street, NW
Washington, DC 20554

Commissioner Chong

We are writing to urge the Federal Communications Commission to hold a public hearing as part of its review of the television industry's ratings system.

The National Association for Family & Community Education and its affiliate, NAFCE/ECF State Association, are grass-roots organizations which have been actively involved in family issues for the past 60 years. We are very concerned that the family issue of the recently implemented television ratings system does not address the needs of parents.

The questions generated by the current age-based television ratings system deserve a public hearing. We urge you to hold such a hearing soon on this issue which is so important to families in America today.

Sincerely,

Mary Ann Overbaugh
V.P. Public Policy

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RECEIVED *CS 97-85*
APR 2 1997

Federal Communications Commission
Office of Secretary

February, 1997

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The Honorable Commissioner Rachelle Chong
Federal Communications Commission
1919 M Street, NW
Washington, DC 20554

Commissioner Chong

We are writing to urge the Federal Communications Commission to hold a public hearing as part of its review of the television industry's ratings system.

The National Association for Family & Community Education and its affiliate, Louisiana State Association, are grass-roots organizations which have been actively involved in family issues for the past 60 years. We are very concerned that the family issue of the recently implemented television ratings system does not address the needs of parents.

The questions generated by the current age-based television ratings system deserve a public hearing. We urge you to hold such a hearing soon on this issue which is so important to families in America today.

Sincerely, Bernadette Mongest
LA FCC president





CS9755

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APR 2 1997

Federal Communications Commission
Office of Secretary

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February 17, 1991

The Honorable Rachelle Chong
Federal Communications Commission
1919 M Street, NW
Washington, DC 20554

Commission Rachelle Chong

I was pleased that the Senate will hold a hearing (February 27) on the issue of the television rating system. I am writing to urge the Federal Communications Commission to hold a public hearing as part of its review of the television industry's rating system.

The National Association for Family & Community Education and its affiliate, the Nebraska State Association, are grass-roots organizations which have been actively involved in family issues for the past 60 years. We are concerned that the recently implemented TV ratings system does not address the needs of parents.

Sincerely, Joyce McNair

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CS97-SS-

February 18, 1997

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APR 2 1997

The Honorable Rachelle Chong
Federal Communications Commission
1919 M Street NW
Washington, D.C. 20554

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Federal Communications Commission
Office of Secretary

Commissioner Rachelle Chong,

I am writing to urge the Federal Communications Commission to hold a public hearing as part of its review of the television industry's ratings system.

The National Association for Family & Community Education and its affiliate, Missouri State Association, are grass roots organizations which have been actively involved in family issues for the past 60 years. We are very concerned that the family issue of the recently implemented television ratings system does not address the needs of parents.

The questions generated by the current age-based TV ratings system deserve a public hearing. We urge you to hold such a hearing soon on this issue which is so important to families in America today.

Sincerely,

Ruth Mellor, President
Missouri Association for Family & Community Education
16 Lake Superior Dr.
St. Peters, MO 63376-3216
314-441-7664



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CS 97-55

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Missouri Association For
Family & Community Education

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Federal Communications Commission
Office of Secretary

February 17, 1997

Commissioner Rachelle Chong
Federal Communications Commission
1919 M Street NW
Washington, DC 10554

Dear Commissioner Chong,

Thank you for all you are doing to help families get the very best from television.

I am writing to express my dissatisfaction with the new current age-based TV ratings system. I do not feel they give *concerned* parents enough information to make good judgement as to what children should be allowed to watch.

As a member of the National Association for Family and Community Education, concerned for families, I feel that society as a whole needs to do all we can to help parents to raise decent productive citizens. Children are our most valuable asset.. They are our future!

Please use your position to see that there is a public hearing on the TV Rating system.

Sincerely,

Betty Reynolds

Rt. 1, Box 274
Anderson, MO 64831
417-775-2850

cc: Senator Christopher Bond
Senator John Ashcroft
Federal Communications Commissioners



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